



# Buzzwords ...



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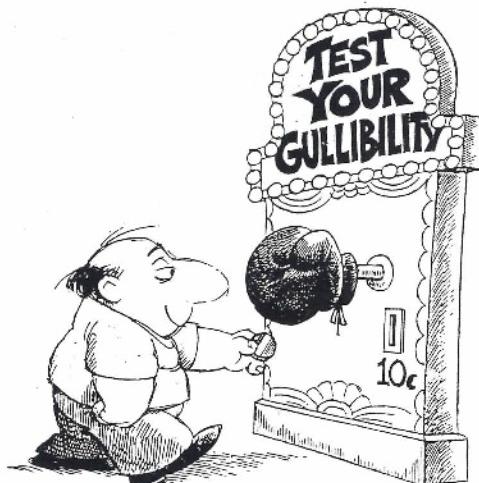
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..... the newsletter for National Beekeepers' Association members

## In this issue ...

*Buzzwords No 10 July 1989*

- \* Conference seminar
- \* Planning and you
- \* Designer finders
- \* New manager at Telford



## MAF FUNDING, THE HIVE LEVY AND YOU

It has become apparent to me and other executive members over recent weeks that there is confusion amongst some beekeepers about the exact position in negotiations over providing disease control funding, and whether or not the hive levy has been or is to be increased to meet this requirement from the government.

With the approach of our conference at the end of this month, and the likelihood of this issue coming up for discussion again, I felt that it's an opportune time to bring you all up to date. Some of the misconceptions we have encountered include claims that a levy of \$1 per hive is being demanded at present; that every beekeeper will have to pay a registration fee of at least \$40; that MAF is

demanding an apiary fee; and the biggest misconception of all - that the government can be persuaded to grant our industry more money for disease inspection!

To be honest, it's hardly surprising that some of you are a little confused. The negotiations have been going on for a long time - nearly five years now - and at various times both the MAF apiculture unit and the NBA have tried just about every combination of these options to find a workable solution. So I will try and outline some of the facts here.

Firstly, the hive levy. This was set at 48 cents per hive this year, and is used entirely for the administration of the NBA. No payments are being made to MAF for apiary registration or disease inspection, and it is not intended that the hive levy will be used for this purpose in the future.

Secondly, government assistance. Forget it - Mr Maxwell made this very clear in his address to conference last year in Auckland, despite the best efforts of the NBA executive and MAF AAOs to persuade the Minister to give us the special consideration we deserve. Their policy is to reduce expenditure - and to charge for services provided to industries, ours included.

Thirdly, the annual registration fee idea. You may recall that this was floated in an open letter to all beekeepers last year, suggesting a minimum of \$40 per beekeeper scaled up to \$250 maximum for larger commercial beekeepers. This received a mixed reaction, with objections mainly from the hobbyist group who reasoned that the proposed charges were inequitable.

Our attempt late last year to have this special fee written into the Hive Levy Act met with a further refusal from government legislators, who introduced to yet another possibility. It appears that there are numerous, small agricultural sector groups such as ours which are now faced with charges for government services that were previously delivered free, and who have no system for levying their industry members.

In response to this, the Minister of Agriculture is drafting a piece of legislation called the "Primary Industries Levy Bill". This is described as an umbrella act which will "enable agricultural and horticultural industry groups to impose compulsory levies upon themselves for the general development of their industry."

Currently we are awaiting the final draft of this legislation, having already made submissions to the legislative advisors and having held a discussion with a senior MAF legal administrator to present our case. If the legislation is passed

and proves satisfactory, then we will be required to assist in forming regulations which will relate directly to our particular industry.

At this stage, we are considering the option of a levy under this new act based on all apiary sites, payable by all beekeepers, with a minimum fee of around \$20 for the first site owned and \$5 or \$6 for each apiary thereafter. This level of fee should produce the required amount to meet the costs of apiary registration and a disease inspection programme using paid inspectors rather than the voluntary system that many beekeepers are presently helping with.

After the introduction of this new levy the Hive Levy Act will remain separate and beekeepers with 50 or more hives will have to comply with it. It has been suggested that eventually such existing levies as ours will also be brought under the new umbrella act, which could prove interesting for the NBA in future. We may end up with an organisation involving all 7000+ beekeepers in the country rather than the current 1400 membership.

The executive still believes that our industry must have an effective disease control programme, and so we are committed to carrying on the struggle to resolve the funding question. When we finally do, there is no doubt that we will all be required to contribute towards the costs.

Right now no one is paying anything for inspection or registration services, except MAF who are meeting the costs from their own budget. The entire hive levy is going towards NBA activities, some of which include costs of trying to find a solution. I trust that this information helps to answer some of your questions about this important issue.

*Allen McCaw, NBA President*

## TOWARDS THE 1990s A seminar for beekeepers who want to be progressive and profitable.

### Marketing options - morning session

*Honey in food processing*

*Honey and the organic food market*

*The Japanese market - a personal experience*

*Some diversification options for beekeepers*

*Royal jelly production*

*Producing queen bees for export*

*High-moisture honey production*

*Comb honey production*

Kenneth Fink-Jensen, Director of Otago University Food Marketing Research Unit

Tim Maples, New Zealand Biological Producers Council  
Sue Walker, Manager, Honeyland NZ Ltd

Ron van Toor

Mervyn Cloake

Murray Ballantyne

Allen McCaw

### Computer use in beekeeping - afternoon session

*Budgeting and costings*

*Keeping hive records*

*Saving on the accountancy costs*

*Word processing and communications*

*Future developments in computers*

Peter Bray

Peter Cox

Ken Trevathan

Nick Wallingford

Computer company representative

**DATE:** Tuesday 25 July

**VENUE:** Pacific Park Motor Hotel, Dunedin

**COST:** Only \$10, including morning and afternoon teas.

**TIME:** Starts 9 am sharp

## NBA DIARY

Waikato branch are getting together for a diseaseathon (that's an inspection "bee") on Saturday 7 October. Gather at the Homestead, Ruakura, at 9.30 am with clean protective clothing, lunch and the usual bits and pieces you'll need in the field.

Those who have lifted enough lids by the end of the day will be invited to an NBA meeting, drinks, dinner followed by slides and a talk by Andrew Matheson about his recent contract in Iran.

For further details watch this space or ring Tony Lorimer on (071) 69 625. Mark the date in your diary now.

## NOW SEE HERE

Arc you wearing glasses while reading this article? It happens to a lot of people, especially once 45 has come and gone - you either have to get extensions grafted onto your arms so you can hold the paper further away, or else you get a pair of specs for reading with.

But you don't need reading specs for working outside, and doing things like beekeeping. Right? Well you don't need them for some jobs like humping boxes, but remember that there's also a lot of close-up work in beekeeping. Looking for eggs or young larvae, and especially disease diagnosis, needs good eyesight.

I've seen a number of cases where middle-aged beekeepers have spread a lot of AFB, because they haven't realised that reading glasses are also beekeeping glasses.

*MAF Tauranga*

## PLANNING

Almost everybody is involved in planning these days. In fact I cannot recall a time when so much talk and discussion occurred about planning. We have restructuring, hidden agendas, corporate plans and a whole vocabulary all about planning which hits us every time we open our newspaper or listen to the news on radio or television. Yet planning is not a new concept. I would venture to say that when our prehistoric forebears assembled to hunt fish or collect food they had formulated a plan before starting out.

Planning put simply is deciding on a goal that we wish to achieve and then making out a series of action steps that will enable us to achieve it. As individuals we plan our holidays, our menus for the week, house maintenance and our work. As a branch we plan meetings and field days and as an organisation we plan our industry.

The executive of the NBA spends a week each year planning for the industry's future. This process, started during Ian Berry's term as president, changed our industry from one which reacts to changes imposed on it by outside forces, such as the government or the weather, to one which is proactive - that is, one which initiates change in the pursuit of its goals.

The latest industry plan was published recently - if you pay a hive levy you should have received a copy by now; if you are a hobbyist member you can borrow one from your branch secretary. Do read it. While no plan is ever perfect, at least it gives us all a clear idea of where we would like to be at the end of the planning period and what we have to do individually and collectively to get there.



Why not extend the process to your own operation? During the cold winter evenings when there is not much worth watching on TV, why not get out a piece of paper and a pencil and have a good look at your beekeeping. Start by asking - why do I keep bees? Write down a list of reasons. Sort them into priorities and these will form the goals of your plan. Under each goal set down a short list of things that you would like to do and put a date for achievement alongside each one. Be realistic. Set long-term as well as short-term achievements (objectives). Once your objectives are set then consider each in turn and list the action that will be necessary in order to achieve it. Put a date alongside each one. When you have done this you have the bare bones of your plan.

Put the whole thing together and check for conflicts, bottlenecks and internal inconsistencies. Sort these out early and if necessary change your objectives. For example, if you are a solo operation with 500 hives and find that you want to produce 1000 queens next spring under objective A, while objective B says you are going to prepare 500 hives for kiwifruit pollination, then I would suggest that you re-think your objectives. Re-establish priorities.

Once the plan is set then try and stick to it. If your plan is realistic (it does not matter whether you have one hive or a thousand), then working through your plan over a season will give you a lot of pleasure. I find that if I tick off my objectives as they are completed during the year I get a lot of satisfaction. I have a fair number each year that are not achieved. This usually means that something unforeseen cropped up and the objectives were changed or given a low priority. In fact I suspect that when the year comes that I can tick them all off, it will be a sign that my mind has slowed down more than my body.

While writing this the words of the old song "You've got to have a dream, If you don't have a dream, How you gonna have a dream come true?", keep popping into my head. Planning is a way of making our dreams into reality. Dream on and plan on!

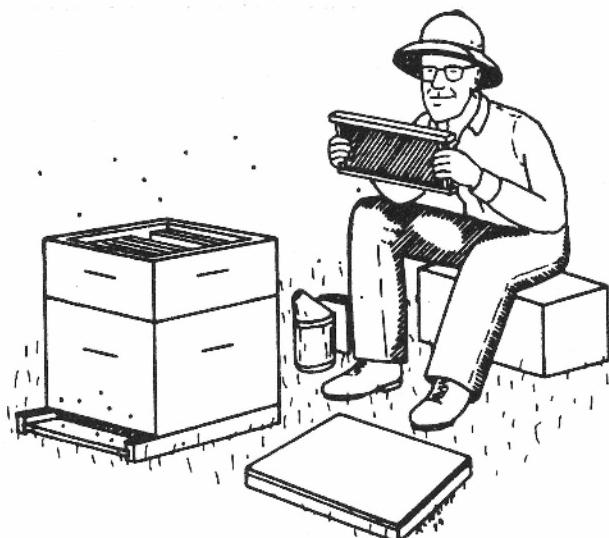
*Ted Roberts, MAF Palmerston North*

## TELFORD APPOINTS NEW APIARY MANAGER

Well-known former MAF apiary inspector and Canterbury beekeeper, Gavin McKenzie, has been appointed apiary manager at Telford Farm Training Institute in Balclutha. He succeeds Paul Marshall who resigned after five years at Telford and is now resident in Nelson.

Gavin is expected to take up his position shortly, and is looking forward to the challenge this will present. Telford is being incorporated into the Education Department and the opportunity of extending the role of the beekeeping unit there into a wider educational facility is being assessed.

We wish both Gavin and Telford every success in the future.  
*Telford Beekeeping Advisory Committee*



## BIBLIOGRAPHY SELLS WELL

A great deal of interest has been shown in MAF's new publication the *Bibliography of New Zealand Apiculture*. Sales have been steady both within New Zealand and overseas.

The *Bibliography* is a reference book for beekeepers, librarians, teachers, researchers - in fact anyone who wants access to information about beekeeping.

This completely new book was written by Murray Reid, Andrew Matheson and Grahame Walton. It lists every significant article, book or periodical that relates to bees, beekeeping or pollination in New Zealand. Over 1350 entries cover the period from 1842 to the end of 1986, and full author and subject indexes are provided.

It's a valuable addition to the book collection of anyone interested in New Zealand beekeeping. Copies are only \$25, GST and postage included, and are available from MAF, Private Bag, Tauranga. Send a cheque (payable to MAF) or full credit card details.

## NOTES FROM OZ

\* Queen exports to Canada were a little down on last season because of lower orders. Poor weather conditions in Oz and an air traffic controllers' strike made shipments more difficult.

\* A number of hives in NSW were seized by the Department of Agriculture and sold by tender because they were deemed to be abandoned - they weren't branded and the land owner couldn't advise the beekeeper's name. Makes you think, doesn't it?

\* Bruce White of Sydney says that "with all the wet weather we have been receiving, snakes are becoming common under bottom boards. Be very careful when working around hives especially if the grass is long" (And I thought Gisborne cockroaches were bad enough!).

\* An advertisement in a recent ABK offers shipping containers for sale or hire, as storage sheds. Having been used only within Australia these units are described as "domesticated shipping containers". Wonder if they're house-trained too?

## OVER THE WATER

If you're travelling to Aussie over the next few months and one beekeepers' conference a year isn't enough for you, then you might like to take in one of the events over there. The best source of information about where and when these conferences are held is probably the *Australasian Beekeeper* magazine. Contact the editor, Bill Winner, on +61 49 327244 or fax +61 49 327621.

Conferences coming up include Victoria (12-14 July), the National conference or FCAAA on 17-18 July and the well known Tocal field day (NSW) on 7 October.

## DESIGNER FINDERS

The buyers of New Zealand's exports live in a busy world; they don't have time to spend reading the fine print. This applies particularly to our food and consumer products, where we are increasingly aiming at wealthy but highly competitive niche markets.

Consumers are heavily influenced by pack design but we find there is still a lack of awareness among New Zealand producers of just how important the design of a pack is.

That's the message of an article in May's issue of *Export News*, which features the importance of package design in export sales.

For people who aren't sure of how to start in commissioning design work, there's a new service called Designers Secretariat.

Designers Secretariat executive director Michael Smythe says the essential purpose of the group is to provide a connection between the users of design services and those who can provide them.

The Secretariat was born last year to work on behalf of the New Zealand Society of Designers and has members throughout the country. Smythe says these designers are a valuable resource which exporters can tap into for their image building and brand identification needs.

"Graphic design is an essential part of developing a company's print, packaging and advertising material. Everyone needs to spend money on these elements of getting their product ready for market. It costs a lot, whether it is done well or badly, so it makes good sense to ensure that your investment in this segment of your marketing plan pays off."

"But before paying out money to designers for brochures, packaging, advertisements, point-of-sale material, business cards or anything else, exporters need to have a very clear idea of who the target audience of the material is, what exactly it is that you want to tell this audience, what 'personality' you want to project for your company or product, who your direct competitors are and what it is that gives you the edge over them. Only then can a designer begin to do the work that will give you the best return for your money."

Smythe says that many clients or prospective clients of graphic designers don't give them this detail; they often don't know what it is they should be providing and therefore are often disappointed at the end results - they're not quite what they had imagined in their head. "Designers accept that clients often don't know exactly what they do want, but are very happy to spend time explaining the type of details that are required before undertaking specific projects."

And to facilitate the two-way flow of information, the Designers Secretariat has set up a 'designer finder' service, whereby companies looking for a graphic designer to do work for them can use the expertise at the Secretariat as a liaison point. It can pass on a brief for work a prospective client needs done to those of its members with the best background to do it, and can then arrange for a credentials presentation from those designers who respond and whom the client feels they would like to work with.

The aim is to allow exporters or whoever to make informed choices in selecting professional designers and to provide an opportunity for a wider pool of designers to be considered by the client. "The best results come from a good working relationship between the client and the designer," says Smythe. "Our aim is to facilitate the growth of such relationships."

Contact: Designers Secretariat, PO Box 3432, Auckland. Phone (09) 776 102, fax (09) 373 765.

## NEW PHONE NUMBERS

The Buzzlines for *Buzzwords* have changed. Now MAF Tauranga's phone number is (075) 782 069, and fax (075) 788 429.

*The only reason some people get lost in thought is because it's unfamiliar territory.*

## POST CONFERENCE SKI TRIP

Milburn Apiaries are offering a never-to-be-forgotten experience after the business of conference - a skiing weekend to Cardrona - one of the newest and largest ski areas in Central Otago. Private accommodation, travel, discount ski hire and lift tickets have been arranged and will be confirmed when likely numbers of keen skiers are known.

The plan is to leave Dunedin on Friday 28 July, travel to Wanaka, ski Saturday and Sunday, and return to Dunedin area on Sunday night or Monday morning.

If you are interested, contact Allen or Marie McCaw as soon as possible. They're at Milburn Apiaries, R D 2, Milton, or phone (02997) 7198.

Approximate costs will be:

**Accommodation** - \$20 per person for two nights (food is extra).

**First time skiers package** Adults \$38 Children \$28 per day

### Experience skiers per day

Full ski gear hire	Adults \$20	Children \$13.50
Ski tow tickets	Adults \$36	Children \$18

**Transport** (minibus if needed) \$40 per person, depending on the numbers going.

For those who prefer ice skating, Dunedin now has a large indoor ice rink, so take your skates to conference too, or hire them there.

So pack some warm gear and extend your stay in Otago after conference this year - you'll love it!

## AND MORE ON LABELLING

\* Too many exporters to French Pacific territories still don't comply with French labelling requirements, although they have been in force since 1984, according to the Trade Development Board. Products sold in these territories must comply with French metropolitan law. This requirement came in 1984, but is only now being enforced rigorously.

\* Bar codes (UPC) are required on all consumer packs of honey sold in the United States, by 30 August 1989. Further information from the USDA Processed Commodities Division, PO Box 419205, Kansas City, MO 64141 0205.

## OUT OF AFRICA

Here's something you all know about the AHB or African honey bee. A dozen or two queens were taken from Africa to Brazil in the 1950s because of the race's high honey production. They were set up in nucs with queen excluders over the entrances, but a visiting hobbyist beekeeper was so concerned about congestion at the hive entrances he removed the excluders, allowing the queens to escape. The AHB will be totally new to the USA when it arrives in a year or so.

Right so far? Well it's all bunkum according to Toge Johansson, an American beekeeping specialist writing in the *Canadian Beekeeper* magazine recently. Some of you will remember Toge from his visit here a few years ago.

According to Toge, it was well known that the African race concerned was extremely vicious. Why was it shipped to Brazil? The number of queens shipped was 76, and instead of being tested on an island as recommended, they were placed around Sao Paolo to compare their performance.

The story about the visiting beekeeper is a myth, according to Toge. I must say that it's always seemed to me to be a bit too cute. The introduction appears to have been quite deliberate.

In fact it was thought that the African influence would soon become diluted out in the general bee population, but as we all know this didn't happen. An extraordinary experiment in natural selection had been initiated unwillingly on a continental scale.

And AHB stock in the USA? African semen was used to inseminate bees in Louisiana as long ago as 1961. Free-flying colonies were maintained and queens released to commercial queen breeders.

These bees were reported to abscond and swarm excessively. They flew at temperatures so low they became chilled and couldn't return to the hive. Because of their "defensive" behaviour the stocks were destroyed, but those at the USDA lab provided free-flying drones from 1960 to 1964.

The African stock was also used in an experiment to breed honey bees for lucerne pollination. The resulting bees did a better job on the lucerne but were so stroppy the programme was abandoned, but this stock found its way into the Starline breeding line.

No-one really knows how widespread this genetic influence is in the US, and whether African traits are partly responsible for problems such as "disappearing disease". We do know that the African races of the honey bee have evolved to suit a very different mix of climate and vegetation than ours. Its characteristics we don't need!

## FINAL TIPS FOR BAD BACKS

Now for the last of the three part series of tips for bad backs, first published in *Speedy Bee*.

### Lifting advice

22. When lifting, let the legs do the work, not the back. This applies even if you're picking up a scrap of paper.
23. Squat directly in front of the object you plan to lift, keeping it close to your body. Then slowly rise to a standing position.
24. Don't lift with your legs straight.
25. Don't lift from a bending forward position.
26. Don't lift heavy objects from car boots.
27. Don't reach over furniture to open and close windows.
28. When two or more persons plan to lift something, they should decide in advance what each is going to do, so one of them doesn't get caught with a sudden, unexpected load.

### Yard work advice

29. A little exercise every day is better than a whole lot on the weekend.
30. Before working in the yard or garden, remember to warm up (see no 31 below).
31. To warm up, swing the tool you plan to use (rake, hoe, axe, mattock, etc) lazily back and forth around your head and shoulders in different positions, gradually working up to the full range of motion and effort needed to do the job. Remember that athletes always warm up before taking vigorous exercise.
32. Wear protective clothing to keep your perspiring body from getting chilled, except on very warm days. Remember that a pace bowler always puts on a jersey as soon as his over is completed.
33. The weekend golfer, fisherman, or tennis player should take along extra clothing to avoid getting chilled late in the day.

### BUZZWORDS IS ...

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